

CRIME STOPPERS OF CENTRAL INDIANA
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FOR IMMEDIATE RELEASE

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10 Million Reasons to Support Crime Stoppers Community Shred Day
Mayor Ballard to proclaim Crime Stoppers Identity Theft Awareness Week

Indianapolis, IN, April 10, 2008: Up to ten million people become victims of identity theft each year according to the Federal Trade Commission. Identity theft occurs when someone uses your name, social security number, credit card account or other personal information to commit a crime. In an effort to help you take the first steps toward protecting your identity, Crime Stoppers of Central Indiana is again partnering with Shred-it to hold a Community Shred Day on Saturday, April 26th and Indianapolis Mayor Greg Ballard is supporting the effort.

On April 18th, 2008 at 9:00 a.m., a press conference will be held on the south plaza of the City County Building where Mayor Greg Ballard will proclaim Crime Stoppers Identity Theft Awareness Week. Mayor Ballard will be joined by Acting U.S. Attorney Tim Morrison, Indiana Attorney General Steve Carter, Marion County Prosecutor Carl Brizzi, Crime Stoppers Program Director Tom Kern, Julie Hoskins of Shred-it, and law enforcement professionals who investigate identity theft crimes in Central Indiana. The purpose of the proclamation is to raise awareness and educate the citizens of Central Indiana on how to deter thieves, detect suspicious activity, and defend themselves from identity theft.

The first step in deterring identity thieves is to protect your personal information. Crime Stoppers of Central Indiana realizes how important it is to properly dispose of those personal and business records you no longer need and how time consuming that process may be. Many people and small businesses have stored documents for years because they do not have the time or resources to properly dispose of them. On April 26th, 2008 for a tax deductible donation of \$5 per banker box, you can watch as your documents are instantly destroyed by one of the giant Shred-It high speed cross cutting machines. This is the same process many of the largest businesses in Indiana use every day to safely dispose of their important records. All proceeds will be donated to the Crime Stoppers of Central Indiana reward fund which is used to solve serious felony crimes throughout the Central Indiana community.

You can take advantage of this opportunity to begin protecting your identity by bringing your old documents to one following of the Community Shred Day events on April 26th, 2008 from 10:00 a.m. to 2:00 p.m.

- Carmel Police Department, 3 Civic Square, Carmel
- Brownsburg Police Department, 31 North Green Street, Brownsburg
- Plainfield Police Department, 1075 West Main Street, Plainfield
- Cumberland Police Department, 11501 East Washington Street
- Speedway Police Department, 1410 North Lynhurst, Speedway
- WTHR – Channel 13, 1000 North Meridian Street, Indianapolis, Hosted by IMPD

For more information call Crime Stoppers of Central at 317-481-5155 or visit www.crimetips.org/shred.

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press release



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press release

Scope of the Problem

According to the Federal Trade Commission in 2006 over 674,000 consumer fraud and identity theft complaints were filed, costing consumers hundreds of millions of dollars. In Indiana, more than 4,000 fraud and identity theft complaints were filed ranking the state 24th in the nation. The FTC also reports that more than 60% of victims did not file reports with police and 57% failed to contact a credit reporting agency.

Identity thieves can steal your identity in a variety ways. Common thieves simply steal your purse, wallet, or mail. More sophisticated criminals acquire your personal information on-line through a technique known as "Phishing", or by stealing information contained in records from businesses. Once they have your personal information they can open credit card and bank accounts in your name, obtain government documents containing your information but with their photograph, get a job using your social security number, seek medical treatment in your name, or even identify themselves as you to the police when they are arrested.

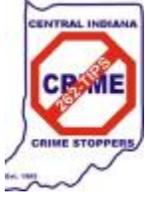
Avoid ID Theft: Deter – Detect - Defend

Crime Stoppers of Central Indiana encourages you to become acquainted with the FTC's deter – detect – defend program to avoid identity theft. Deter identity thieves by protecting your personal information and minimizing the chance of becoming a victim. Take the time to look over your bank statements, bills, and credit report so you can detect any suspicious activity occurring with your accounts. If you suspect you have become a victim of identity theft, defend yourself by placing a fraud alert on your credit report, close any accounts you suspect have been compromised by thieves, file a police report, and contact the FTC.

Specialized Unit Helps Hoosier Victims

In order to assist Indiana residents who believe they have fallen victim to identity theft and to aid local law enforcement authorities investigating and prosecuting these crimes, the Indiana Attorney General has established an Identity Theft Unit. Security breaches and increased consumer complaints highlighted the need for this specialized unit. In 2007 there were 328 security breaches nationwide in the private sector and at least 23 of those breaches involved personal information of Indiana residents. "Our new unit is designed to reduce the frustration felt by victims and to provide expertise and resources to local law enforcement authorities in investigating and prosecuting this crime" said Indiana Attorney Steve Carter. "The unit is prepared to assist victims as we recognize the first annual Crime Stoppers Identity Theft Awareness Week. We're hopeful that this heightened awareness will enable Indiana citizens to better protect themselves from identity theft in the future."

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About Crime Stoppers

Crime Stoppers of Central Indiana is a not-for-profit organization serving the two million citizens living in sixteen Central Indiana counties. Our mission is to provide a safe way for citizens to anonymously report information about crime and criminals in our communities. Since 1985 Crime Stoppers has received over 18,000 anonymous tips and no caller has ever been identified by Crime Stoppers. Those tips helped law enforcement make nearly 3,500 felony arrests, recover \$4.5 million in illegal drugs and stolen property, and solve hundreds of serious crimes including 133 homicides, 258 robberies, 27 rapes, 130 burglaries, and 343 narcotics cases. Additionally, Crime Stoppers has paid \$635,000 in rewards for tips leading to felony arrests in Central Indiana. The funds for those rewards come from donations made by area businesses and individuals supporting Crime Stoppers mission. No tax dollars are used to pay rewards! Please visit www.CrimeTips.org for more information.

About Shred-it

Shred-it, a Securit® Company, is the world's leading on site document destruction company with over 140 branches operating in 16 countries. Shred-it trucks are equipped with custom-built shredders that can efficiently destroy everything from confidential paper documents to CDs. Founded in 1988, Shred-it currently services over 150,000 global, national and local businesses and organizations worldwide. Visit www.shredit.com for more information.